

1959

The Iowa Homemaker vol.39A, no.1

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Iowa State College

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Iowa State College

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Iowa State College

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The Iowa Homemaker vol.39A, no.1

Authors

Marty Keeney, Mary Jacobs Jensen, Gail Devens, Carol Shellenbarger, Marcena Christian, Marilyn Bratten, and Helen Rank

the iowa
homemaker

APRIL, 1959



for shower success see page 5

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The Cover:

Sharon Schott, H. Ec. So., forecasts April showers for the June bride. Helpful hints for giving these showers are on page 5 in "Planning + Imagination = Shower Success" written by a former bride and Iowa State co-ed, Mary Jacobs Jensen. The "new look" on the cover was inspired by the new *Homemaker* staff which has taken over with this issue.

the iowa homemaker

April, 1959

Volume XXXIXA, Number 1

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Women's Angle

"I must get cultured." This is the oft heard expression with the college set, as they try to buy tickets to culture. It isn't just buying tickets to lectures, operas, and ballets that cultivates culture. Culture comes in free forms too, and we often build a wall and block it out without knowing we are doing it.

It seems that while in college a student's life is stereotyped college. The student's best friends are in college, his activities are college-centered, the social life is college, the interests of the time are college, and the talk is college.

Every time we go to a meeting and sit with our friends while on the other side of the room sits an elderly well-traveled and well-read woman or perhaps the professor who is an expert in Mark Twain we are adding bricks to our wall while the culture is left uncultivated.

We add bricks everytime we run to the lunch lines in the dorm so that we can sit with our corridor mates while we could be learning about the ways of Ethiopia or Siam from the students from those countries or about city life from the girl from New York.

You don't have to buy a ticket to get cultured. Those spare moments — the cheapest are sometimes the most profitable.—J.A.



Photographs: Better Homes and Gardens



(Top) Arrange heaven, man and earth flowers. (Middle) Additional blooms, called mountains, and meadows are used for depth and balance. (Bottom) Add "helpers" last to fill in spaces. They should be facing upward to the high point.

in your flower arranging

Follow an Oriental Formula

by Marty Keeney
Home Economics Sophomore

THERE'S A SIMPLE formula to arranging flowers that has been handed down through the centuries by the Japanese. You can always be sure if you follow the rules.

To the Japanese it is an art and a part of their religion. These masters of flower art make no secret of the beauty and simple achievement of their work. They use a simple formula which even an amateur can follow to create arrangements with a professional look. This type of arrangement is ideal if used against a wall or on a shelf or corner of a buffet table.

Use Triangular Placement

The first requirement is the triangular placement of high, medium and low structural lines. The Japanese have given this formation a spiritual meaning. The highest flower symbolizes heaven, medium stands for man, and the low flower, earth.

The high point is filled by a long-stemmed blossom, usually one and one-half to two times as long as the greatest width of the container, if a low bowl is used. Use the same proportions, according to height for a taller vase. Place the stem in the back center of the holder.

The medium (man) flower should be about two-thirds as long as the first, and the low (earth) flower should be one-half the length of the highest. Place both of these at forward angles to the primary stem.

Now add additional flowers to the skeleton. The Japanese have names for these, too, which may aid us in remembering their positions. They are called "mountains," "meadows" and "helpers," and are closely related to the basic lines. They add depth, dimension and naturalism.

Another simple rule to remember is that the flowers should be facing toward the high or heaven line. All but those which naturally hang from their stems, such as lilies-of-the-valley, will face upward.

All types of growing plants may be used in bouquets. Use your imagination and add unusual leaves or foliage to the arrangement as helpers to give it an individual touch.

Select fresh, whole flowers, but don't hesitate to use mature blooms. A full-blown rose, placed low, can be used to good advantage in an arrangement to balance the height of smaller, longer stemmed flowers.

Collect Colored Pebbles

Contrasts in shape and texture of flowers will make the arrangement more pleasing, as will low placement of darker colors and the use of an uneven number of blossoms. Collect colored pebbles or shells to scatter over the holder and the bottom of the container. A small figure will add a unique touch.

It is important in this type of flower arrangement to use only the simplest type of vase or bowl. Remember that the vase should not be another focal point in arrangement, but should blend with it.

These basic ideas of centuries' standing can be followed by anyone to achieve an arrangement, which though natural, does not look as if it were thrown at the vase. With a little practice the beginner can learn to adapt these principles to suit her own tastes and imagination.

*Here's what a former bride
has to say about showers:*

Planning + Imagination = Shower Success

by Mary Jacobs Jensen
Science '57

TO LET YOU know a shower's planned for a lovely bride. Come! It will be grand!"

You are the hostess of a shower for a happy girl—the bride. To make your party a success involves good planning and a bit of imagination. So sit down with pad and pen and Think!

First decide what type of shower to give. Consult the bride; what she wants and needs determines your choice. But then let your imagination take over. A kitchen shower can be "Pantry"; linen is "Closet"; trousseau is "Honeymoon"; miscellaneous is "This and That"; a coed group can be "His and Hers." Once the decision is made, the planning begins.

If you are artistic and have lots of time, make the invitations yourself. If not, it's best to purchase them, otherwise you will burden yourself with work and worry. To buy invitations, the major part of the refreshments, and a book of game ideas is as economical in the long run as your own do-it-yourself attempts.

Now you are ready to make a guest list. Again, consult the bride. She might want school friends (and their mothers), her close relatives, neighbor ladies, or a group of girl friends and their dates (male and female members of the wedding party, perhaps). Always include the bride's and groom's mother. A variety of guests is always good; then the same girls are not always obligated.

Carry through on your table decorations. Make several small umbrellas of different colors and include them in a good flower



Sharon Schott H. Ec. So., waits for April showers for the June brides.

arrangement. Then cover an umbrella with white tissue paper and ribbons and place it on the table for gifts, for example.

Refreshments are often determined by the weather. Coffee or tea is a standard party drink, but for a warm day have an easy punch mixture ready. Small iced cakes or a refrigerator pie are favorites. Again if you are talented in the kitchen, to prepare the dessert is a wonderful idea. If not, do purchase what you want. Luncheon parties are fun and guests become acquainted more easily at the table. For a mixed group a buffet dinner or barbecue is easy and fun with everyone helping.

When the guests have arrived it is time for some entertainment. Most stationery stores have books

of shower games with all the materials needed enclosed. A good game which is new consists of ten paper dolls per guest with ten pieces of cloth, each symbolizing a profession of the groom: net for fisherman, checks for a banker, stripes for a prisoner, crepe for an undertaker... take it from there. Or invent a telegram sent from the bride and groom on their honeymoon with important words omitted which each guest can fill in with her own choice.

Gifts are often a problem for some guests, so have a list of items the bride would prefer and others which are new and different. You may get a call for ideas. A fancy or elaborate gift is not necessary; look around your own home for ideas. Dish towels are wonderful gifts, especially if a guest has hemmed and embroidered them herself. A pillow is a fun gift and quite mysterious when wrapped. Don't disdain a dish drainer, a broom or mop, or a wooden spoon. A useful gift is a welcome one.

Play with the idea of a surprise shower. A planned party is certain to have the important people present and properly attired, but surprises are fun. A pantry shower is a huge success for it stocks the kitchen for a long time. Each gift is an inexpensive item for the guest, and what fun looking at the array of goods for the lucky bride-to-be.

If you are a member of the wedding party, a good friend, a relative, or a neighbor, it would be nice to have a shower for the bride. And if you do, you know that planning will always produce a successful party.



Gridiron Greats

by Gail Devens
Home Economics Sophomore

ARE YOU IN THE "hamburger slump" for those picnic eats? With the ease of broiling a hamburger you can surprise the gang with these real picnic treats.

WEINER TOTEMS

Frankfurters or bologna
Bacon slices
Dill pickles

1. Thread the end of a bacon slice on a skewer (or unbent metal coat hanger), add a chunk of frankfurter, and weave bacon under; add a pickle chunk and weave bacon over it. Continue until the frank has "disappeared." Leave "elbow room" so that the bacon can become crisp.

2. Broil slowly over a charcoal fire or glowing coals.

3. Pop into a fresh bun and smother with mustard and catsup.

JUMBO HAMBURGER SURPRISES

2 lbs. ground beef
2 tsp. salt
Pepper

Roll hamburger patties extra thin (about $\frac{1}{4}$ ") using about $\frac{1}{3}$ c. meat for each patty. Place a little chopped onion, grated cheese and barbecue sauce between two patties. Seal well and wrap patties with bacon slices. Broil or grill. Top with tomato slice and slide into a toasted bun.

Two pounds of ground beef make 6-8 jumbo hamburgers.

PIGS IN BACON

Cut a deep lengthwise slit in frankfurters. Spoon mustard or catsup into slit and fill slits with thin strips of cheese. Roll a slice of bacon in a spiral around the frank. Fasten with toothpicks. Grill until the bacon is crisp.

HOBOS DELIGHT

On a square of heavy aluminum foil, place a hamburger patty topped with an onion slice, carrot strips and potato cubes. Seal the packages and cook in coals approximately 30 minutes, or until the vegetables are tender.

HOT GARLIC BREAD

Slash a long French loaf of bread in even slices. Make the cuts on the bias, and don't cut clear through. Mash one garlic clove thoroughly, cream with $\frac{1}{2}$ c. butter. Spread generously between slices.

Wrap loaf in foil. Place on grill until hot and turn frequently.

BANANA BOATS

Cut a V-shaped wedge lengthwise in a banana. Fill the groove with marshmallows and chocolate chips. Wrap tightly in aluminum foil and lay it on hot coals for 5-10 minutes.

THE FINALE

Roast walnuts or peanuts in the shell over the last embers of the dying coals. Place nuts in a wire popcorn popper. Shake to heat evenly. Serve with plenty of salt.

Consider the advantage and disadvantages of discount houses before spending your money. They can be of real value to you if you know the facts behind them.

by Carol Shellenbarger
Home Economics Sophomore

About Di\$count Hou\$e\$

YOU WALK into a store and ask the dealer "How much are your portable radios?" He shows you some models, and then quotes you the "list price." Then when you hesitate, he says, "but I can give it to you at wholesale for five dollars less." You know he has to make a profit, so it isn't really wholesale. But what about this business of discounts? How do "discount houses" operate?

A discount house is a store which makes a practice of selling products below the going retail price, according to Professor Gordon Bivens of the Home Management Department.

There are several types of "discount houses":

1. The distributor, who sells to consumers out the "back door," because his main business is supplying retailers.
2. The industrial supply house, which supplies businesses, such as service stations and garages, and sells to consumers as a side line.
3. Brokers, "hip-pocket operators," who don't stock goods, but sell at about 10% profit.
4. Buying clubs, groups of employees or club groups, who make arrangements for cheaper costs for their members through concentration of purchases.
5. Straight discount houses, which cut services and "overhead" costs to provide lower prices for many of their goods.

How can the discount house sell at lower prices and still make a profit? Besides cutting services such as free delivery and charge accounts, the discount house eliminates other overhead costs. The stores are often located in low rent areas; they have less elaborate displays and keep advertising and organizational structure simple.

The stores also strive for a fast turnover and buy in large quantity, so that small profits multiply.

According to Professor Bivens, there are both advantages and disadvantages in discount houses for the consumer.

Advantages include:

1. Possible dollar and cent savings.
2. Must have cash available, usually.
3. Not forced to buy a "package of services," such as free delivery and installation with the merchandise.
4. Retailers forced to examine their pricing policies, preventing unfair profits somewhat.

Disadvantages include:

1. Location, possibly inconvenient.
2. Must have cash available, usually.
3. Lack of services.
4. No trade-ins usually.

You should carefully compare prices before buying. If you are not sure whether or not to buy at a discount house, ask yourself: Is the store reliable and well established? Does the discount house carry well-known merchandise? Are the goods current models? What are warranty conditions? What is the *total* cost, including delivery and installment? Will service be available? Can you return defective goods? Are you getting what you asked for?



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*Turn your worn-out party dress
Into a popular fashion*

Hem Yourself a Harem

by Marcena Christian
Home Economics Sophomore

HAREM HEMLINES REMAIN in the spotlight for spring dress-up. These puffy, bouffant skirts are flattering, feminine, and very fashionable. This style is particularly suited to the shorter skirt length that remains in the fashion picture on the college

campus. The harem skirt is adapted to a wide variety of the fabrics used for formal dresses—from the polished cottons to the filmy chiffons. Plan now to include at least one harem-skirted party dress in your spring wardrobe.

You can transform an old formal or bouffant skirt into a fashionable style with the harem hem for little or no cost. The steps are simple and easy to follow, but will vary slightly depending on the type of fabric, the construction of the garment and the width of the original hemline. These pictures illustrate one method of adding the harem hemline and, at the same time, changing the skirt length.

The basic principle of the harem skirt is that of a fuller and longer overskirt or outer layer being gathered at the hemline to a shorter, less full foundation. This creates the puffy effect.



If the skirt you are transforming has a lining or an underskirt, this foundation is already provided. For those skirts without this foundation, one can be added. Select a material that will blend with the fabric type and weight of the dress. Non-woven interfacings, nylon net, organdy and taffeta are a few fabrics suited to this purpose. Cut the foundation from twenty to thirty-six inches less full than the outer layer. Run a basting stitch five-eighth inch from the upper edge, and place a second row of gathering one-eighth inch below this. Gather; evenly space these gathers around the waistline of the skirt. Attach by machine- or hand-stitching the foundation to the waistline seam of the dress.



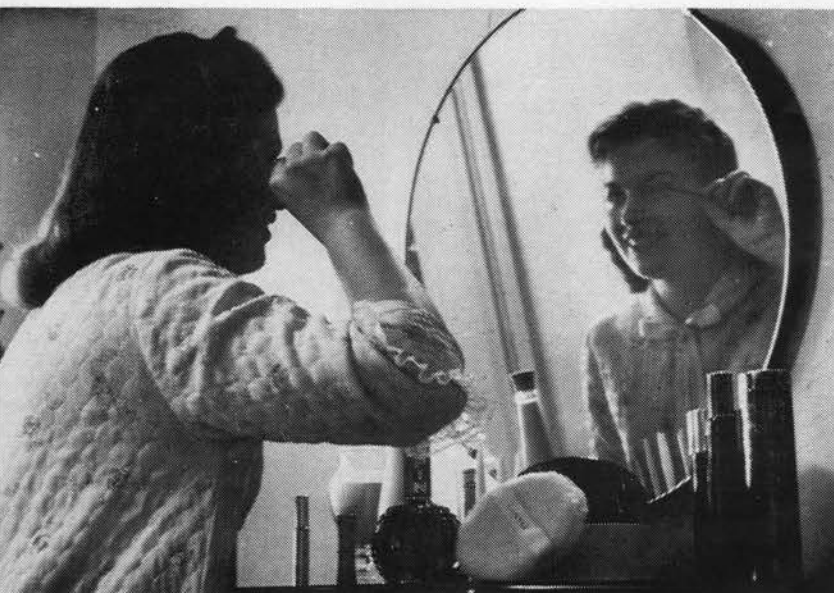
Determine the desired completed length of the dress, and measure to make sure that it is even. Measure the width of the hem allowance. For the best results the hem must be a minimum of three inches. Deeper hems are more desirable. Measure and trim the foundation to the length of the desired finished dress length minus the number of inches that the hem of the outer layer will be. For instance, if the hem of the dress is three inches wide, the foundation will be three inches shorter than the dress hemline. Run a gathering thread along the edge of the skirt — about one-fourth inch from the edge. Gather; adjust these gathers to fit the lower edge of the foundation. Stitch in place. Raw edges may be finished with bias seam tape.

By following a few suggestions along with this basic procedure, more professional-looking harem hemlines can be achieved. By adding a layer of net beneath sheer, soft fabrics, the skirt will have more "poof." A quick, temporary harem effect can be achieved by attaching at the hemline of the skirt a crinoline petticoat that is a few inches shorter than the skirt of the dress.

Be fashionable and at the same time be economical. Convert a plain bouffant skirt into the exciting, gay fashion with the harem hemline. Try it this season.

Model: Barbara Tokheim





A few simple facts about make-up will reflect in your facial focus.

SINCE THE TIME of the Egyptian pharaohs, women have been trying to enhance their beauty with make-up. Unless you follow a few basic rules your make-up can detract more than enhance.

First you will want to evaluate your features in learning make-up artistry. Learn to play up your best features and de-emphasize the poor ones.

Choose a base foundation the color of your skin. For a more dramatic effect, use a base that is a shade darker than your skin. Apply with your finger tips, always using an upward motion.

Before applying eye make-up, pluck all stray hairs between and below your brows that are not in the natural arch. Never pluck the hairs above the brow line!

Use an eyebrow pencil that is the same color as your brows, unless your brows are very light. If you are a redhead or a blond you will want to use a light brown or red-brown pencil. Follow your natural brow, extending the line toward the temples. Never peak your brows near the center of the face. Don't make the lines too thick or arched, for a heavy line will give an overbalanced, unnatural look.

Eyeshadow adds a romantic touch for evening occasions. Choose a shade which will enhance your eyes — blue or violet for blue eyes and green or brown for brown eyes. There are many other shades which you may want to try to accent your costume and coloring. Apply eyeshadow to the outer half of your eyelids; never into the corners of your eyes. Don't make the beginner's error of extending eyeshadow up to the brow line.

If you wish to use eyeliner, be sure your pencil has a sharp point. Start the eyeliner at the pupil, and extend it to the outermost corner of the eyelid.

Mascara can be effective if used correctly. Avoid the use of too much mascara, which will give your eyelashes a gummy, thick appearance. Too much mascara near your nose, especially if it is a prominent one, will only call attention to a feature which you are trying not to emphasize.

Facial Focus

by Marilyn Bratten
Home Economics Freshman

Always apply powder before lipstick. The shade of your powder should be the same as the base foundation. Pat it on your face and neck evenly to give your skin a silky look.

Choose a lipstick shade which will harmonize with your coloring and clothing. Follow your lipline, extending the color to the corners of your mouth. If your lips are thin, you can extend your lipstick slightly over the edges of the lipline. A large mouth can be played down by avoiding the far corners and very edge of your lips in applying lipstick.

Experiment with make-up colors which are most becoming to you. The following chart suggests combinations for blondes, brunettes, brownettes and redheads.

Blonde

Buff foundation
Fern green or china
blue eyeshadow
Light pink or violet-
pink lipstick

Brunette

Brunette foundation
Tourquoise eyeshadow
Bright pink or red-
violet lipstick

Brownette

Beige or suntan
foundation
Moss eyeshadow
Clear red or red-
orange lipstick

Redhead

Buff foundation
Sea green or china
blue eyeshadow
Red-orange or
orange lipstick

Remember to consider the shape of your face, your body structure and size, and your hairstyle when applying make-up.



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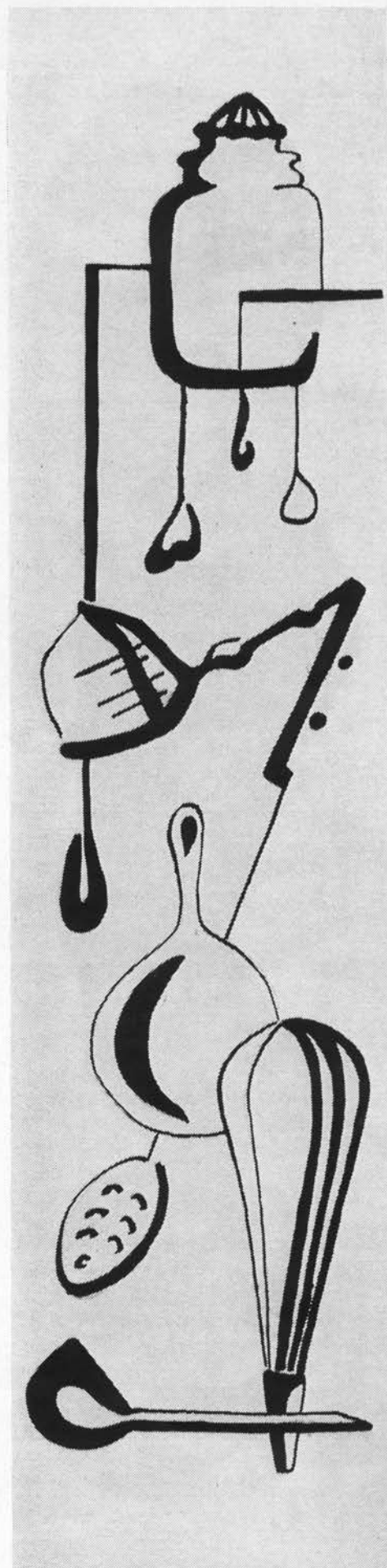
Here are the facts you should know before you buy those utensils for your kitchen.

Does Your Equipment Measure Up?

by Helen Rank
Home Economics Sophomore

Materials	Advantages	Disadvantages
1. aluminum	versatile metal; distributes heat evenly; light weight; no evidence of harmful effect on health	easily darkened by alkalis; salty foods or liquids cause pitting upon long exposure
2. copper	excellent conductor of heat	dulls, tarnishes easily; much upkeep
3. cast iron	heats evenly; improves with use	heats slowly; large pans heavy, tendency to rust
4. dark sheet metal	light weight	does not heat evenly, warps and rusts
5. stainless steel	absorbs heat readily; rigorous cleaning is not harmful to finish	overheating produces dark permanent spots (harmless however)
6. glass	transparent, absorbent, holds heat, cleans easily	scratches, breaks, protect from sudden temperature change

Utensil	Definition	Size		
cake pan	may be any shape — round, square, oblong; may have a central tube	oblong 10x6x1½ 11x7x1½ 13x9½x2	square 8x1½ 8⅝x1¼ 9x1½ 10x1½	round 8x8x2 9x9x1¾ 10x10x1½
casserole	covered; food baked and served in; has one or two handles	10 ounces; 1 quart; 1½ quarts; 2 quarts; 3 quarts		
cookie sheet	flat, rectangular; may be opened on one, two, three sides	14x10; 15x12; 17x14		
loaf pan	deep, narrow, rectangular; slightly flared sides; for oven use	a) 8½x4½x2½ b) 9½x5¼x2¾ c) 10x5x3		
pie pans	round open pan with flared sides	a) 4¼x1⅞ b) 5x1 c) 5½x¾	d) 6¾x1⅞ e) 7½x1¼ f) 8x1¼	
measuring cups	cup which has capacity of ½ liquid pint or less; capacity defined at top ridge; should be 1-⅔-¾-½-¼ cups	Strength withstands everyday usage, does not become bent or disfigured, plastic sensitive to heat; becomes misshapen	Markings clear, definite marks, in terms of cups; graduation marks are to be easily read	



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What's



What will be going on in MacKay Hall when Veishea rolls around May 7? Jo Ann Geiger, H. Ec. So., chairman of the Home Economics Open Houses has a preview of what will be featured.

APPLIED ART

A sampling of every phase of this department — textile design, crafts, fashion illustration, drawing, printing and interiors will be on display.

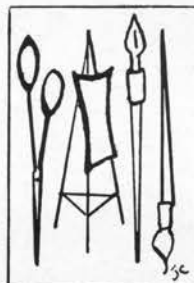


CHILD DEVELOPMENT

"Through the Looking Glass" will portray the many opportunities in the child development field.

FOODS AND NUTRITION

The Foods and Nutrition Department will display management of resources within the kitchen, food from different countries, and foods composing meals at different income levels.



HOME ECONOMICS FOR GENERAL EDUCATION

What former graduates in this field are doing on the job will be featured.

HOME ECONOMICS EDUCATION

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Going On?

HOME MANAGEMENT

Freshmen women will show how management contributes to progress in our changing times. The Ellen H. Richards home management unit across from Linden Hall will be open to visitors, also.

HOUSEHOLD EQUIPMENT

It'll be out with the washday blues and in with washday news with the latest developments in laundry procedures and laundry equipment on display.

INSTITUTION MANAGEMENT

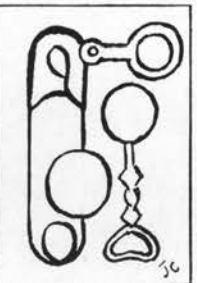
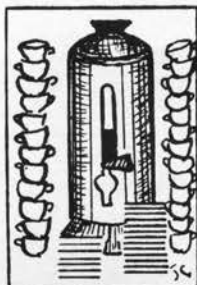
Cherry pies will represent home economics Institution Management Department.

TEXTILES AND CLOTHING

Reflections of the past's fashions through silhouettes will be on display.

STUDENT ADVISORY GROUP

Student representatives from the Dean's Advisory Board, Core Curriculum, Recruitment Committee, Phi Upsilon Omicron, and Omicron Nu will be answering questions for visitors.



Wire flowers!



Mother's Day

May 10

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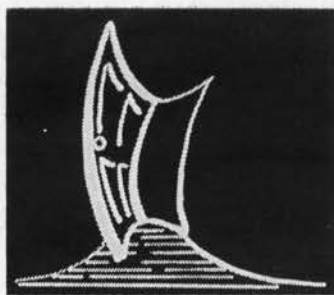
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CE 2-5305



the INSIDE story

A NEW SET of names and faces have taken over the production of the *Homemaker*, beginning with the April issue. In this space each month the authors of that issue's articles will be featured. This month you will be introduced to part of the new *Homemaker* staff.

Jackie Andre, publisher, co-ordinates the editorial and business sides of the *Homemaker*, one of two magazines in the nation published by students of home economics. She has worked with publications for many years, first in high school annual work and then as circulation, staff writer and associate editor of the *Homemaker* before taking over as publisher. Jackie is a junior in home economics journalism. She is minoring in home management so that she can write on that subject when she graduates from Iowa State. Her

other interests on campus include membership on Dean's Advisory Board, Theta Sigma Phi, national professional women's journalism honorary, and Phi Upsilon Omicron, national professional home economics honorary.

The new editor, Jane Gibson, works with the editorial content of the *Homemaker*. She also has worked with publications in high school and college. She served as staff writer and associate editor on the *Homemaker* previous to becoming editor. Jane combines a major in foods and nutrition with journalism. This year Jane is Publications Chairman of 1959 Veishea. She holds membership in Theta Sigma Phi, Phi Upsilon Omicron, and Omicron Nu, national scholastic home economics honorary.

Jan Furman, a journalism major with an applied art minor, does

the *Homemaker* layouts, taking the stories written by the staff writers and arranging them according to the best dynamics. She also works with the art and photo editors. Jan has been a *Daily* issue editor two quarters and was society editor one quarter.

Associate editors take turns as issue editors. With this responsibility they assign and bring stories to completion, and work with the staff writers on the actual writing of the articles. This month Marty Keeney, H. Ec. So., is issue editor.

Carol Shellenbarger, Marcena Christian, and Donna Read all home economics journalism sophomores, will be issue editors in the coming months.

Diane Helms, H. Ec. Fr., from Arkansas will utilize experience as business manager of her high school yearbook in directing the advertising staff of the *Homemaker*.

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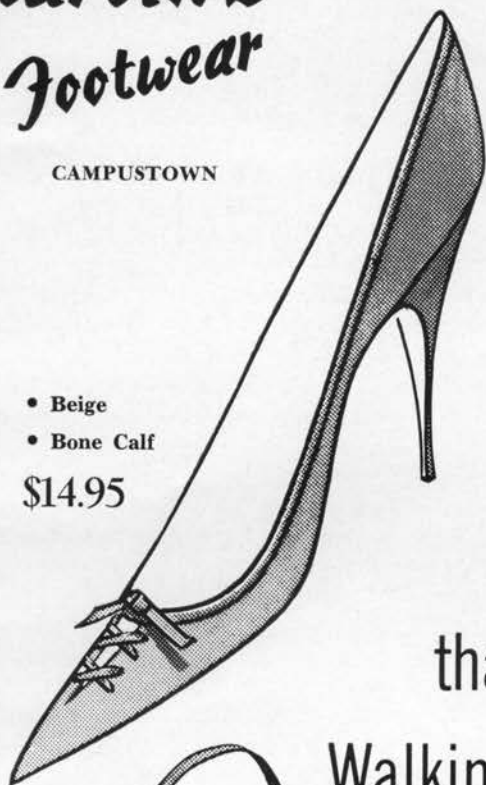
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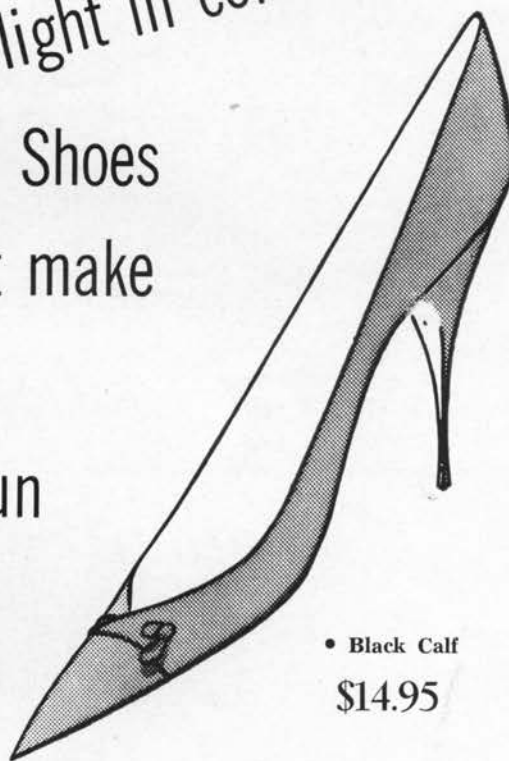
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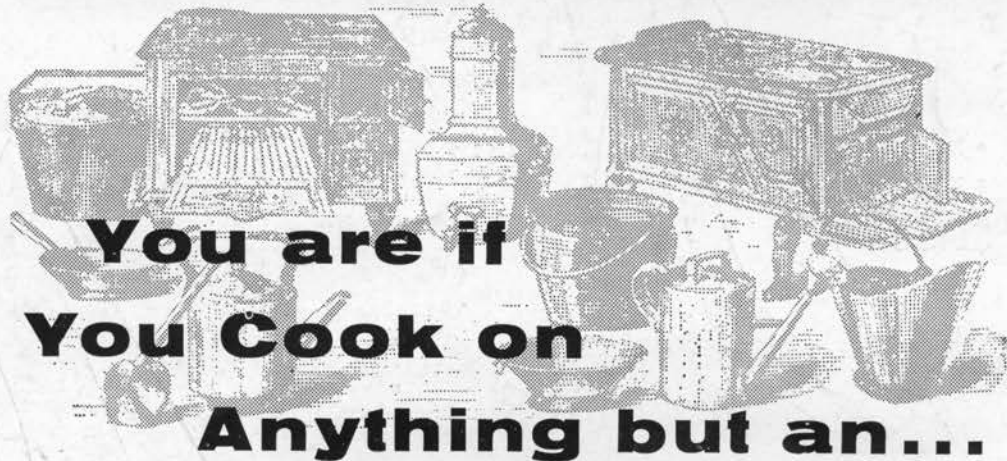
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